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# FIERCE, ISAKOWITZ & BLALOCK

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*A Government Relations Consulting Firm*

September 17, 2010

**VIA ECFS**

Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12th Street, S.W.  
Washington, D.C. 20554

**Re: MB Docket No. 10-71**

Dear Ms. Dortch:

On September 16, 2010, John Erickson, Executive Chairman of Retirement Living, Charles Segars, CEO of Ovation, Brad Siegel, Vice Chairman of GMC, Randy Brown, EVP of Outdoor Channel, Richard Waysdorf, SVP of Starz Entertainment, Patrick Baldwin, SVP of Affiliate Sales & Corporate Development of Retirement Living, and I, on behalf of the American Television Alliance, met with Commissioner Robert McDowell and Rosemary Harold of the FCC to discuss the impact of the retransmission consent rules on independent programmers.

We explained that independent programmers provide the public with diverse programming choices often not offered by the major broadcast conglomerates. We also discussed how retransmission consent and bundling practices take away both money and shelf space from independent programmers. Lastly, we urged the Commission to act upon the petition filed by a broad alliance of stakeholders and reexamine and update its retransmission consent rules.

Please contact the undersigned if you have any questions.

Sincerely,

/s/ Mike Chappell

cc: Rosemary Harold